GOVERNMENT OF INDIA
WOMEN AND CHILD DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:3276
ANSWERED ON:18.12.2015
Indecent Representations of Women in Advertisements
Chandel Kunwar Pushpendra Singh

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the Government has taken cognizance of indecent representation of women in the advertisements and if so, the details thereof;
(b) whether several cases have been registered under the Indecent Representation of Women (Prevention) Act, 1956;
(c) if so, the details thereof indicating the number of cases registered under the said Act during the last three years and the current year, State/UT-wise; and
(d) the steps being taken by the Government to prevent indecent representation of women and violation of the Act ?

Answer

MINISTER OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI MANEKA SANJAY GANDHI)

(a) to (c) As per the National Crime Records Bureau (NCRB) data which is available upto 2014, a total of 141, 362 and 47 cases were reported in the country under Indecent Representation of Women (Prohibition) Act, 1986 during the year 2012, 2013 and 2014 respectively. The State/UT-wise details of number of cases registered under the Act is annexed.
(d) 0gtThe Indecent Representation of Women (Prohibition) Act, 1986 has provisions prohibiting indecent representation of women through advertisements, publications, pamphlets, etc. Any person who contravenes the provisions of the Section 3 and Section 4 of the Act shall be punishable with imprisonment and fine.
The Government of India regularly conducts awareness generation programmes and publicity campaigns on various laws relating to women including the Indecent Representation of Women (Prohibition) Act, 1986 through workshops, fairs, cultural programmes, seminars, training programmes etc. Further, advertisements are regularly brought out in the print and electronic media to create awareness on laws relating to rights of women.

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